

## **NEWS...**

### **FROM THE CALIFORNIA TRAVEL AND TOURISM COMMISSION**

November/December 2005 Issue

#### **The California Travel and Tourism Commission**

The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs — in partnership with our state's travel industry — that keep California top-of-mind as a premier travel destination, and thus, result in a steady and increasing stream of visitor expenditures. The CTTC, working together with the California Business, Transportation and Housing Agency's Division of Tourism, make up "California Tourism."

#### ***From the CTTC Executive Director:***

"Much is on the horizon in the months ahead. Promotionally the CTTC, in partnership with the ski industry, is in the midst of an exciting domestic and international launch of the new California Snow Campaign. Major components include a series of broadcast spots, PR activities, and the new Web site, [www.visitcaliforniasnow.com](http://www.visitcaliforniasnow.com), that drives consumers to play an interactive online game, "Race the Gov" and book winter vacation packages. The CTTC is also pleased to announce the recent gubernatorial appointments of Tom Klien, Owner, Rodney Strong Vineyards, representing the North Coast and Jim Burba, President, Horwath Hospitality & Leisure, representing Orange County. We look forward to their active leadership in the months and years ahead. On the international front, the CTTC and a select contingency of tourism and business leaders joined the Governor and Secretary Wright McPeak on a mission to China that focused on defining California's tourism industry and promoted business opportunities for Chinese investors. The CTTC participated in a series of events in Beijing, Shanghai, and Hong Kong throughout the tour. Finally, news from the CTTC's October Commission meeting included three critical issues that were incorporated in November's referendum; election of a new slate of commissioners; a choice of one of two increases in the tourism assessment rate; and a change in the exemption threshold based on the percentage of travel and tourism revenue."

*Best regards,  
Caroline Beteta*



- 2006 California Drive Guide
- Advertising Insert Opportunities
- Latest [www.visitcalifornia.com](http://www.visitcalifornia.com) Activity
- Research Reports Available
- 2006 New York Media Reception
- 2006 Chicago Media Luncheon
- Shop California
- *What's New in California Spring 2006*
- Advertising Opportunities at California Welcome Centers
- Mexico Sales Mission January 22-26, 2006
- ITB March 8-12, 2006
- Advanced Reservation Systems (ARES)

### **2006 California Drive Guide**

Don't miss your chance to advertise in the *2006 California Drive Guide*. Contact Jon Trumbull at Sunset Publishing Corporation at 714-424-1989 or [trubulli@sunset.com](mailto:trubulli@sunset.com).

### **California Publication Advertising Insert Opportunities**

The Publications Fulfillment Program allows advertisers to insert information into the state's fulfillment packets. You must be a half-page advertiser (or equivalent) in the *California State Visitor's Guide* to participate. Costs are quarterly and vary from \$2,500 to \$7,500 depending on time of year. Contact Barbara Steinberg, Manager, Publications & Web Site Program at 916-319-5427 or [bsteinberg@cttc1.com](mailto:bsteinberg@cttc1.com).

### **Latest CTTC Web Site Activity**

From August 2005 through September 2005, the CTTC's Web site, [visitcalifornia.com](http://visitcalifornia.com) averaged 201,412 visitor sessions; 91,353 unique visitors; 4,679,038 hits; and a **median** visit length of 1 minute 15 seconds. The most active countries are the United States and the United Kingdom. Contact Barbara Steinberg at 916-319-5427 or [bsteinberg@cttc1.com](mailto:bsteinberg@cttc1.com).

### **Research Reports Available**

*U.S. Domestic Air Travelers to California Destinations, 1999-2004*, shows market share and quarterly air travel volume from 10 of California's largest markets. *Talking Points for China*, describes opportunities and obstacles facing the Chinese outbound travel. *Best Practices for Measurement of Destination Marketing ROI*, is the result of collaboration among state travel office researchers to identify the hallmarks of good ROI studies and the generally accepted practices that produce them. Contact Tiffany Urness, Research Manager, at 916-327-3391 or [research@cttc1.com](mailto:research@cttc1.com) for copies or further information.

### **2006 New York Media Reception**

The CTTC's successful New York Media Reception is fast approaching. Mark your calendars for **Tuesday, February 21, 2006** for this lively event at the beautiful Westin Essex House on Central Park South. The cost for this year's event is \$1,200 (excluding hotel accommodations). A discounted group rate of \$205 per night is available. Contact Leona Reed, Media Relations Manager, at [lreed@cttc1.com](mailto:lreed@cttc1.com) or 916- 444-6798 for registration materials. **Deadline for registration is December 16, 2005.**

### **2006 Chicago Media Luncheon**

The CTTC will be hosting a media lunch in Chicago on **Thursday, January 12, 2006**. We will be "exploring" this market with the potential for future participation by delegates. This inaugural event will not be open to delegate attendance. However, we will be offering the opportunity to participate via story idea inclusion and media list distribution. The cost for story ideas (three per registered company) and complete list of attending media is \$250. The deadline for receipt of story ideas and payment is December 9, 2005, and can be sent to Leona Reed at [lreed@cttc1.com](mailto:lreed@cttc1.com).

### **Shop California**

Shop California members are now eligible for individual membership with Shop America at a substantial discount. Shop America packages with participating Shop California members are now being sold on the Web site at [www.shopcalifornia.org](http://www.shopcalifornia.org). Shop California is looking for opportunities to meet with CVBs and retail constituencies to further leverage retail promotional efforts. Contact Tiffany McKenzie, Cooperative Marketing Coordinator, at 916-319-5419 or [tmckenzie@cttc1.com](mailto:tmckenzie@cttc1.com).

### **What's New In California Spring 2006**

A popular source for story ideas, *What's New in California* is distributed to 3,000 consumer and travel trade media worldwide and posted on [www.visitcalifornia.com](http://www.visitcalifornia.com). To submit admissions for consideration for the Spring 2006 issue, please include new attractions, exhibits, accommodations, unusual tours, museums, events, or major renovations, and send by **January 13, 2006** to Karen Lau, Marketing Communications Assistant, at [klau@cttc1.com](mailto:klau@cttc1.com) or fax to 916-444-0410.

### **Cost-Effective Advertising at the California Welcome Centers**

Advertising opportunities are available on state-of-the-art 42" plasma screens located in select California Welcome Centers, as well as through distribution of brochures in all of the centers. Advertisers can place still images or full motion video advertising on the plasma screens that can be updated or changed in real-time. For more information, contact Janice Simoni, California Welcome Center Manager, at 916-445-1094 or [jsimoni@tourism.ca.gov](mailto:jsimoni@tourism.ca.gov).

### **Mexico Sales Mission – January 22-26, 2006**

Mexico represents California's largest international visitor arrival market with more than three million travelers per year venturing to California to shop, visit theme parks and stay in luxury hotels. Consider joining the CTTC in its annual sales effort in Mexico City and Guadalajara to meet face-to-face with the travel trade and media. The \$1,950 participation fee includes four nights' accommodations. Contact Glenda Taylor at [gtaylor@cttc1.com](mailto:gtaylor@cttc1.com).

### **International Tourism Boerse – ITB, March 8-12, 2006**

Long known as the largest travel trade and consumer travel exchange in the world, ITB attracts over 100,000 buyers and press from across Europe and the world. The CTTC offers a cost-effective program to help connect you with those that can bring you business. The participation fee is \$2,750-\$3,000. Contact Terry Selk at [tselk@cttc1.com](mailto:tselk@cttc1.com) or 916 319-5411 to reserve your spot.

### **Advanced Reservation Systems (ARES)**

Take advantage of all of the CTTC's marketing efforts and sign up for the new online booking engine. Go to [www.aresdirect.com/cttc.html](http://www.aresdirect.com/cttc.html), complete the short form or e-mail [cttc@aresdirect.com](mailto:cttc@aresdirect.com), and an ARES representative will contact you regarding details. Contact Susan Wilcox, Chief Deputy Director, at 916-319-5412 or [swilcox@cttc1.com](mailto:swilcox@cttc1.com) for more information.

**CTTC**

**Sunne Wright McPeak**, CTTC Chair

*(Secretary, California Business,  
Transportation and Housing Agency)*

**Claire Bilby**, CTTC Vice Chair

*(Senior Vice President, Sales and Distribution  
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**Caroline Beteta**, CTTC Executive Director

**Jennifer Jasper**, CTTC Deputy Director,  
Communications

**Sue Coyle**, Director, Public Affairs

Newsletter Editor

*California Tourism is a joint marketing venture of the  
California Travel and Tourism Commission (CTTC)  
and the California Business, Transportation and  
Housing Agency, Division of Tourism*

**California Travel and Tourism Commission**

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**CTTC Regional Marketing Representatives**

From September through October 2005, CTTC regional marketing representatives met with over 400 businesses and travel colleagues throughout the state. The goal of this program is to spread the word about the extensive CTTC marketing and cooperative programs available — many at little or no cost! We encourage you to contact your local marketing representative:

Region	Representative	Contact Information (E-Mail; Phone)
All Regions	Jennifer Jasper	<a href="mailto:jjasper@cttc1.com">jjasper@cttc1.com</a> ; 916-447-0981
San Francisco Bay Area	Jean Johnstone	<a href="mailto:jjohnstone@cttc1.com">jjohnstone@cttc1.com</a> ; 510-652-3294
Central Coast	Jean Johnstone	<a href="mailto:jjohnstone@cttc1.com">jjohnstone@cttc1.com</a> ; 510-652-3294
Northern and Central CA	Shellie Cook	<a href="mailto:scook@cttc1.com">scook@cttc1.com</a> ; 916-933-2433
Northern and Southern CA Mountains	Pettit Gilwee	<a href="mailto:pgilwee@cttc1.com">pgilwee@cttc1.com</a> ; 530-583-2138
L.A. and Orange County	Bob Amano	<a href="mailto:bamano@cttc1.com">bamano@cttc1.com</a> ; 626-698-6044
San Diego, Inland Empire and Deserts	Kathy Anderson	<a href="mailto:kanderson@cttc1.com">kanderson@cttc1.com</a> ; 760-635-1375

*Please note these designations are for outreach purposes only and do not replace the established 12 California Tourism regions used for most marketing purposes. If you have questions, or do not see your area listed above, please contact Jennifer Jasper, Deputy Director, Communications at 916-447-0981 or [jjasper@cttc1.com](mailto:jjasper@cttc1.com).*